

## 'A whole new world' with Odel this Christmas



Christmas arrives at Odel with dazzling decorations

Big spaces, bigger brands and the biggest baubles you have seen have come into dramatic play this Christmas at the department store of Odel. This year's theme, 'A whole new world', transforms the iconic Alexandra Place mansion into celebratory splendour. 'Bauble bushes' have cropped up all over the store. Inside the outlet, gigantic matt and metallic bauble wreaths in festive shades have been strung across the ceilings, and even the trees in the vicinity are ornamented with bright coloured giant baubles that spread the yuletide cheer.

The Christmas collection is accentuated with the colours of festive splendour such as red, silver, and pale gold. Statement pieces are delicately crafted from shimmer fabrics, satin, silk, crepe viscose, velvet, georgette, and metallic fabrics.

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Noteworthy global brands, exciting new products, unparalleled offerings, seasonal features, special bank promotions and extended shopping hours have been introduced for Christmas. Furthermore, with the recently added 10,000 square feet of elegant shopping space, Odel is encouraging visitors to experience a whole new world of fashion retail indulgence.